



Euromonitor
International

Alcoholic Drinks in Asia Pacific

December 2024

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REGIONAL OVERVIEW

Highest regional sales level but low per capita consumption in Asia Pacific

Pre-pandemic sales levels currently expected to be reached in 2027

Beer leads in volume and spirits in value terms among alcoholic drinks categories

Spirits declining in China over 2018-2023

RTDs the most dynamic of the main alcoholic drinks categories

On-trade struggling to return to its pre-pandemic sales levels in some countries

RTDs a clear winner in terms of review period gains

Strong growth for alcoholic drinks in India

Vietnam performance hit by inflation and stricter enforcement of drink-driving decree

Small local grocers the main distribution channel for alcoholic drinks

Retail e-commerce continues gaining share in 2023

LEADING COMPANIES AND BRANDS

Imported brands and craft alcohol trend eating into leading players' share in Taiwan

Heineken and Carlsberg add a lot of new share over 2018-2023

AB InBev, Carlsberg and Heineken present across the region

Chinese beer brands lead the rankings

FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

Modest growth in China and declining sales in Japan expected over 2023-2028

India's low per capita consumption would seem to offer major growth potential

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Hong Kong, China: Competitive and Retail Landscape

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